SUBJECT INDEX TO

OPTOMETRIC MANAGEMENT

JANUARY THROUGH DECEMBER 1969

ASSISTANTS
When You Tangle With a Temptress, Jan., p. 16
Rx for The Lazy Optometrist: A Hard-Working Appointment Book, Aug., p. 18
"A" Is For Availability, Nov., p. 22

COLLECTIONS
Solutions to Your Toughest Collection Problems, Mar., p. 20

EQUIPMENT
An Adding Machine Figures for You, Jun., p. 21

INCOME AND EXPENSE
Plan Next Year's Tax Savings Now! Dec., p. 17

INSURANCE
The Wife of Your Life: Is She Worth Insuring? Feb., p. 26
Squeeze the Cash Out of Your Life Insurance? Aug., p. 13

INVESTMENTS
Eat Your Mutual Fund and Have It, Too? Mar., p. 15
Real Estate: The Right Investment for You? May, p. 24
Real Estate: The Right Investment for You? Jun., p. 25
How to Find the Right Mutual Fund, Jul., p. 17
The "P/E": Your Sharpest Investment Instrument, Nov., p. 16

KEOGH PLAN
Is a Keogh Plan Really for You, Jul., p. 11

OFFICES
An Adding Machine Figures for You, Jun., p. 21
Rx for The Lazy Optometrist: A Hard-Working Appointment Book, Aug., p. 18

PATIENT RELATIONS
When You Tangle With a Temptress, Jan. p. 16
Solutions to Your Toughest Collection Problems, Mar., p. 20
Are Your Patients "The Type?" Apr., p. 11
Tell Them . . . And Show Them, Too! Apr., p. 18
The Fine Art of Referring, Jun., p. 10
Weed and Feed Your Practice, Jul., p. 27

PRACTICE MANAGEMENT
When You Tangle With a Temptress, Jan., p. 16
Solutions to Your Toughest Collection Problems, Mar., p. 20
Are Your Patients "The Type" Apr., p. 11
Tell Them . . . And Show Them, Too! Apr., p. 18
"A" Is For Availability, Nov., p. 22

PROFESSIONAL CORPORATIONS
Incorporate Your Practice Now? May, p. 15
Professional Corporations: At Last They're Legal, Dec., p. 20

PROFESSIONAL RELATIONS
The Fine Art of Referring, Jun., p. 10

REAL ESTATE
Real Estate: The Right Investment for You? May, p. 24
Real Estate: The Right Investment for You? Jun., p. 25

RECORDS
New Twists In Charitable Deductions, Feb., p. 19

REFERRALS
The Fine Art of Referring, Jun., p. 10

RETIREMENT
Eat Your Mutual Fund and Have It, Too? Mar., p. 15

STOCKS
Eat Your Mutual Fund and Have It, Too? Mar., p. 15
How to Find the Right Mutual Fund, Jul., p. 17
The "P/E": Your Sharpest Investment Instrument, Nov., p. 16

TAXES
The Advice Givers: Your Tax Consultant, Jan., p. 11
Your 1969 Tax Calendar, Jan., p. 28
Is Your Hobby Horse Deductible? Feb., p. 11
Is There a Tiger in Your Tax Return . . . Or a Chicken? Feb., p. 14
New Twists In Charitable Deductions, Feb., p. 19
How "Average" Is Your Tax Return? Feb., p. 23
Take the Guesstimate Out of Your Sales Tax Deduction, Feb., p. 24
Tax Q & A, Apr., p. 24
Incorporate Your Practice Now? May, p. 15
Plan Next Year's Tax Savings Now! Dec., p. 17
Professional Corporations: At Last They're Legal, Dec., p. 20

WIVES
The Wife of Your Life: Is She Worth Insuring? Feb., p. 26